For snowmobilers
Waldoch Crafts, Forest Lake, Minn., created this Trailer Seeker van conversion for Arctic Cat enthusiasts who like snowmobiling. Waldoch worked with Arco, Arctic Cat's parent, to develop the theme. Its other theme conversions include the Elway Edition developed with Denver Broncos quarterback John Elway. Its packages are available on General Motors and Ford chassis.

V-8 free on big GM van chassis

Converter incentive seeks to boost sales of 3-speed automatics

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

General Motors introduced van-conversion incentives on full-sized van chassis equipped with three-speed automatic transmissions.

It also made new vans eligible for its upfitter package and for equipment discounts pertaining to that package.

Both programs took effect Feb. 16 and run through the the 1989 model year.

To promote sales of its three-speed automatics, Chevrolet and GMC are offering converters at no extra charge the normally optional 5-liter (305-cid) V-8 in full-sized chassis ordered with the three-speed automatics. The option usually retails for $555.

The offer applies to Chevy G-10 and G-20 vans and GMC G-1500 and G-2500 Vanduras.

Those vans have a standard 4.3-liter (262-cid) V-8 and a choice of a manual or three-speed automatic transmission.

GM has been promoting the three-speed automatic because of a shortage of four-speed automatic overdrive transmissions. Earlier this winter, Chevrolet and GMC required converters to order a percentage of their vans with the 5-liter/three-speed automatic combination if they wanted to get others with the 5.7-liter (350-cid) V-8/four-speed automatic package.

The new incentive makes it much more attractive for converters to do so.

GM doesn't offer the 5.7-liter V-8 with the three-speed automatic on vehicles below 8,500 pounds GVW because of corporate average fuel economy requirements. The Chevrolet G-10 and G-20 and GMC G-1500 and G-2500 models all fall into that low-weight category.

Chevrolet and GMC also released the converter package for their short-wheelbase three-quarter-ton G-20 and G-2500, respectively. The package still is not available in the short-wheelbase G-10 and G-1500 series, according to Jim Greene, Chevrolet manager of special vehicles. It is available on all other G-10/20 and G-1500/ 2500 van chassis.

Part of GM's rationale in extending the discount conversion package to the short-wheelbase model is to move more buyers into the full-sized G van. The new discount package makes the short-wheelbase models very price competitive with compact Chevrolet Astro/GMC Safari conversions, which do not offer conversion incentives.

GM's compact vans have been in relatively tight supply.

Officials feel that a competitively priced full-sized conversion, with exterior dimensions close to those of the minivan, will swing marginal minivan prospects to the full-sized models.

The short-wheelbase G-van is a natural for the 5-liter V-8/three-speed automatic transmission combination, according to converters in the Elkhart, Ind., area.

GM's converter discount package, which has been in effect since the beginning of the model year, provides converters with $904 in discounts on a retail package of $2,600 worth of the most popular van-conversion options.

Some converters feel that the new programs will have a bigger impact on GMC than Chevrolet dealers because of the generally tighter supply of GMC conversion units.

The converter incentives are likely to be passed on to consumers since GM, unlike competitors, puts window price stickers and special package discounts on all its trucks. Ford and Dodge do so only in the handful of states that require the window stickers.

Except in states where it's illegal, GM dealers still have the option of removing the price labels. However, GM officials have been encouraging dealers to keep them to help consumers in price comparisons and shopping decisions.

Prime rate a threat to converter boom

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Wholesale shipments of van conversions reached a record high in calendar 1988, but recent increases in the prime lending rate are creating some concern in the industry.

With van converters shipping 17,000 units to dealers in December, the industry ended up with a 12-month total of 204,200 conversion shipments last year, according to the Recreation Vehicle Industry Association. That was up 12.26 percent from the previous record of 181,900 in 1987.

RV manufacturers wholesaled 427,300 units last year, 6.77 percent more than the 400,200 wholesaled in 1987. It was the best yearly total since 1978 when the industry shipped 526,300 units.

According to some converters, like Larry Laguardia, vice president and general manager of Aviator Conversions in Elkhart, Ind., "the seasonal upswing is now starting, and the spring market looks real strong."

However, the van conversion market is very fickle, and there is clearly some concern emerging about the impact of the rising interest rates. In the van conversion industry as in the auto industry, the higher the price, the more important the prime rate.

Aside from the prime rate, converters will have to contend with dealer inventory problems.

A number of dealers, particularly General Motors dealers, currently have high inventories of all products — not just van conversions. That makes them more selective about where they put their inventory dollars.

It will create a much more competitive situation for converters, who will find it more difficult to buy space on dealers' already overcrowded "shelves."

However, if the auto industry launches a particularly heavy blitz of new incentives — as it reportedly may do — the whole inventory issue could become moot.

Meanwhile, shipments of van chassis with the seat-delete option by Detroit manufacturers to converters — presaging future conversion activity — dropped off in December from the year-earlier period.

Detroit firms shipped 7,200 raw chassis to converters in December, down sharply from 12,000 a year earlier.

Compact chassis shipments made up 2,400 of December's total, down from 3,300 a year earlier, and full-sized chassis comprised 4,800 of the total, down from 8,700 a year earlier.

For 12 months of 1988, van manufacturers shipped a record 224,600 van chassis to converters, up from the previous high of 212,500 in 1987.

Recreational Vehicle Wholesale Deliveries

	December 1988	December 1987	% change	12 mos. 1988	12 mos. 1987	% change
Travel trailers	3,000	3,000	– 0.0	58,300	59,100	– 1.4
Park Trailers	700	500	+40.0	7,300	6,600	+10.6
Travel trailers—fifth wheel	2,100	2,000	+ 5.0	31,300	27,100	+15.5
Folding camping trailers	3,700	3,800	– 2.6	42,300	41,600	+ 1.7
Truck campers	600	500	+20.0	11,000	10,100	+ 8.9
Towable RV total	10,100	9,800	+ 3.1	150,200	144,500	+ 3.9
Conventional (type A)	2,600	2,700	– 3.7	41,500	40,800	+ 1.7
Van Campers (type B)	400	300	+33.3	5,200	6,600	–21.2
Chopped vans (all)	1,700	1,400	+21.4	26,200	26,400	– 0.8
Motor home total	4,700	4,400	+ 6.8	72,900	73,800	– 1.2
Van conversions	17,000	12,800	+32.8	204,200	181,900	+12.3
TOTAL ALL RVs	31,800	27,000	+17.8	427,300	400,200	+ 6.8

Source: Recreation Vehicle Industry Association

Conversion leaders expect strong market throughout '89

Leaders in the van conversion market got off to a strong start this year, and they see a good market for the balance of 1989.

Among those firms are Mark III Industries of Ocala, Fla.; Starcraft Corp., Goshen, Ind.; and Glaval, Elkhart, Ind.

Mark III still has its sights set on volume of 800 to 1,000 units a week. It is currently churning out 600 conversions a week, according to Thad Boyd III, chief executive officer.

Boyd said the company is adding 200 people to its payroll and is expanding plant capacity during the next 90 days to accommodate up to 1,000 conversion units a week.

"Hopefully, we'll go to 800 to 1,000 units a week over the next six months," Boyd said.

Mark III has been a fast tracker, going from 3,000 sales in 1986 to 16,600 in 1987 and 22,500 last year. It now has more than 75,000 vans in the field, Boyd said.

RV TRENDS

JOSEPH BOHN

Its growth is more remarkable since it doesn't have a Ford pool account. It is the No. 1 account with both Chevrolet and Dodge, doing about 70-80 percent of its business in Chevrolet chassis and the balance in Dodge and Ford, according to Boyd.

He rebutted the notion that his company uses dealer incentives, such as free floorplanning, to increase its market share. He said the firm relies on its low price — $2,995 for a full-sized conversion, including delivery — and quality to spark its growth.

Mark III is a closely held family business.

Starcraft, which has countered Mark III with its own $3,000 conversion package, has seen its deliveries increase 44 percent for the first five months of the 1989 model year, according to Ronald Chevalier, vice president of sales and marketing.

Starcraft closed February with a 58 percent increase in wholesale sales more than a year ago and is currently producing 410 units a week.

Chevalier characterized the year as a "big up for us," though he expressed some concern over the need for "good strong retail sales" to sustain the market's current pace.

"If we don't see strong retail, it could begin to back up units and affect our production schedules," Chevalier said.

At present, though, the company has no unsold chassis.

"Everything (Starcraft chassis) has a dealer's name on it," and the company's order backlog is still OK, Chevalier said.

Chevalier and William Becker, Glaval's vice president of marketing and advertising, admit using selective dealer incentives to help increase their market share.

As one of its incentives, Glaval reduced the price of its Princeton model to "break-even," Becker said.

It is also using its 1990-model Lexington, introduced as an early mid-year entry, to test the direction its styling and packaging will take for next fall.

"We expect to do more mid-year introductions," Becker said.

Conversion guide

Free copies of the new USA Today "Family Guide to Van Conversions" — a marketing tool for converters, dealers, their agencies and others involved in van conversions — are available through the Recreation Vehicle Industry Association.

Created by RVIA and its public relations agency, Burson-Marsteller, the four-page, full-color newspaper supplement is a reprint of a van ad section that ran in USA Today Jan. 30.

Dates and advertising have been removed from the guide to make it useful for all and to give it a long shelf life.

It combines articles and generic photos explaining the benefits of owning a van conversion. It also offers the latest news in van conversion technology, plus tips for consumers on how to select a model for their needs, including the importance of RVIA's seal in making a purchase.

AUCTION DATES

Ford Motor Co.

March 7 — South Seattle Auto Auction, Kent, Wash.

March 8 — Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Mississippi Auto Auction, Hattiesburg, Miss.; Lakeland Auto Auction, Lakeland, Fla.; Southern California Auto Auction, Fontana, Calif.; Newburgh Auto Auction, Newburgh, N.Y.; Omaha Auto Auction, Omaha, Neb.; Salt Lake Auto Auction, Salt Lake City; Manheim Auto Auction, Manheim, Pa.; and St. Louis Auto Auction, Bridgeton, Mo.

March 9 — Manheim Auto Auction, Manheim, Pa.; and St. Louis Auto Auction, Bridgeton, Mo.

March 14 — Greater Chicago Auto Auction, Chicago; Harrisonburg Auto Auction, Harrisonburg, Va.; and Bay Cities Auto Auction, Hayward, Calif.

Used Car Sales
Auction Averages

February 89	$5,587
Month ago	$5,520
Year ago	$6,027

General Motors

March 6 — Florida Auto Auction of Orlando, Ocoee, Fla.

March 7 — A.D.E. of Birmingham, Moody, Ala.; National Auto Dealer Exchange, Bordentown, N.J.; Florida Auto Auction of Orlando, Ocoee, Fla.; and Harrisonburg Auto Auction, Harrisonburg, Va.

March 8 — Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; and Golden Gate Auto Auction, Fremont, Calif.

March 9 — Southwest Auto Auction, Phoenix, Ariz.; Aptco Auto Auction, Taylor, Mich.; Butler Auto Auction, Gibsonia, Pa.; Big H Auto Auction, Houston; and Nashville Auto Auction, Nashville, Tenn.

Chrysler

March 7 — Dallas Auto Auction, Grand Prairie, Texas; Clanton's Auto Auction, Darlington, S.C.; Denver Auto Auction, Aurora, Colo.; Southern Auto Auction, Warehouse Point, Conn.; South Seattle Auto Auction, Kent, Wash.; Hatfield Auto Auction, Hatfield, Pa.; and Golden Gate Auto Auction, Fremont, Calif.

March 8 — Columbus Fair Auto Auction, Obetz, Ohio; and Minneapolis Auto Auction, Plymouth, Minn.

March 9 — Big Sky Auto Auction, Billings, Mont.; Fredericksburg Auto Auction, Fredericksburg, Va.; Salt Lake Auto Auction, Salt Lake City; and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

March 10 — St. Louis Auto Auction, Bridgeton, Mo.

Model Breakdown
Auction Averages

	FEB 1989	JAN 1988	DEC 1988
1989 ...	$11,114	$12,109	—
1988 ...	$8,053	$8,612	$9,894
1987 ...	$7,070	$7,136	$7,686
1986 ...	$5,923	$5,944	$4,874
1985 ...	$4,775	$4,873	$4,747
1984 ...	$3,900	$3,760	$3,723
1983 ...	$2,732	$2,795	$2,776
1982 ...	$2,200	$2,246	$2,343
Overall Average	$5,587	$5,545	$5,824

Muffler shops fined by EPA

WASHINGTON — EPA has sent 109 notices of violation to muffler shops and other repair shops for installing improper aftermarket catalytic converters. The fines amount to more than $1 million.

This is EPA's second wave of notices for this type of violation. Last July, EPA issued 34 notices for about 400 violations and assessed liability for $475,000.

EPA said most violations involve installation of less effective two-way catalysts when three-way units, which control nitrogen oxides along with hydrocarbons and carbon monoxide, are needed.

Several companies failed to follow EPA guidelines; some installed converters on vehicles that were still covered by the five-year/50,000-mile emission warranties that call for original-equipment catalytic converters to be installed free.

AUCTION DIRECTORY 313-446-6065

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'Modern' labor pacts work well, Chrysler says

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER

Top Chrysler Motors executives left St. Petersburg, Fla., last week elated over the progress being made at six plants with modern operating agreements.

Anthony St. John, Chrysler's vice president of human resources, said two years ago that achieving the change required by the new pacts would require changing attitudes that had built up over 40 years.

St. John said the Florida conference demonstrated all parties were up to that task.

At the meeting with UAW international leaders and over 300 union representatives from the plants, "all the right things were said," said Ray Rogers of Kepner-Tregoe, the consultant that has overseen team-concept training at the plants.

The new agreements include team production, "capability pay progression," or pay-for-knowledge, and a reduction in job classifications. The conference that kicked off the modern operating agreements was held in Mesa, Ariz., in January 1987.

"There is no bad news, in my opinion," Rogers said. "In Mesa two years ago, there were words and enthusiasm. Now there are words, action and determination."

Key Chrysler officials at the conference last week were Robert Lutz, president of Chrysler Motors; Richard Dauch, executive vice president — manufacturing; Forest Farmer, president of Chrysler's Acustar Division, and St. John.

UAW Vice President Marc Stepp, who will retire this year as head of the union's Chrysler department, also took part in the conference. Retiring UAW Vice President Donald Ephlin, a champion of participative management and modern labor agreements at General Motors plants, was on hand for a tribute to Stepp.

In the past, local officials have been leery of the modern agreements, and Stepp has said that outsourcing by Chrysler could undermine employee involvement.

Repeated attempts failed to reach UAW international officials for comment. The president of one local with a modern agreement deferred comment to the international.

Pat Sowell, committeeperson at the Huntsville, Ala., plant and a national bargaining representative, said the conference was "mostly positive." She said people were "working at getting the bugs out" of and adjusting to the modern agreement at Huntsville.

But it appears serious doubts about the pacts remain among the rank-and-file, according to Pam McGinnis, a dissident committeeperson at Chrysler's Newark, Del., plant, who did not attend the Florida conference.

She said some managers "are worse under the new contract," that "people feel the company is just running rampant, walking all over them," and that seniority rights are being curtailed.

But St. John said that at the conference, "participants were high and excited, and it was a universal observation that it was the best they had ever been to."

Farmer said fewer job classifications result in a more flexible workforce, and capability pay progression is an incentive for workers to learn more jobs in their teams.

Plants with the new agreements have been showing improved productivity and "improved uptime" in the past three to four months, said Farmer.

St. John said the A-car launch at the Newark plant last October was the best in Chrysler history, resulting in the fewest defects and best quality.

The new agreements, in various stages of implementation, cover more than 15,000 workers at six Chrysler plants: Newark; Huntsville; Trenton, Mich.; New Castle, Ind.; Indianapolis; and Jefferson Avenue in Detroit.

"Ultimately, Chrysler would like to proceed beyond those plants," St. John said. "We believe it is a way to become more competitive and to ensure job security and success in the marketplace."

But he said Chrysler and the UAW are focusing on the six agreements as a basis on which others can be built, St. John said.

At the conference, union and management personnel from the plants with modern agreements made their own plans, shared information with each other and heard from representatives from two other plants operating with team production: New United Motor Manufacturing Inc., Fremont, Calif., and General Motors' plant in Shreveport, La.

"There was not much emphasis on the problem side" of the new agreements, St. John said. Farmer said difficulties were put in terms of being different phases of the process.

Ford Motor Co. and GM have implemented their team-concept agreements plant-by-plant. By contrast, top Chrysler and UAW officials, joined by local union officials and managers from five plants, launched the team concept at the Mesa conference in 1987.

Each new agreement may take at least a total of three years to implement, said Acustar Chairman Thomas Stallkamp.

"The full advantages of modern operating agreements are still down the road," he said.

U.S. CAR PRODUCTION FORECAST

	First quarter			Second quarter		
	Scheduled 1989	Actual 1988	% change	Scheduled 1989	Actual 1988	% change
GM	914,000	771,829	+18.42	940,000	974,416	– 3.53
Ford	490,000	479,268	+ 2.24	533,000	519,989	+ 2.50
Chrysler	256,000	261,433	– 2.08	277,000	321,092	–13.73
Diamond-Star	9,250	0	—	15,000	0	—
Honda	99,400	92,156	+ 7.86	97,900	97,233	+ 0.69
Mazda	60,000	16,362	—	54,500	31,497	+73.03
Nissan	29,500	20,334	+45.08	27,000	33,156	–18.57
Nummi	47,800	41,738	+14.52	52,000	40,188	+29.39
Toyota	23,550	0	—	25,000	0	—
VW	0	17,284	—	0	15,201	—
Industry	1,929,500	1,700,404	+13.47	2,021,400	2,032,772	– 0.56

FORECAST

FROM PAGE 1

"I believe we'll see strong incentives and an increase in retail sales rather than a dramatic decrease in production," Greenwald said.

"Currently, we're seeing reduced showroom traffic. The present scenario looks like this: March, the beginning of spring, is traditionally a strong month. There will be strong incentives by everyone. The industry will be put to the test in March and April. I expect to see incentives continue."

Unlike the bullish schedules that GM frequently releases and then trims two or three times before the quarter's end, analysts predicted GM's second-quarter forecast will turn out to be reasonably close to its actual build schedule. The company forecast that it will build 940,000 cars during the second quarter, 3.53 percent below 1988's actual output of 974,416.

GM cannot afford to cut too much from its second-quarter schedule if it wants to gain market share, Luckey said.

"I think GM will have to offer more attractive incentives, particularly on certain models," said Thomas O'Grady of Integrated Automotive Resources, Wayne, Pa.

Both Luckey and O'Grady agreed that Ford Motor Co. is in the best shape of the domestics with its second-quarter schedule of 533,000 cars, 2.50 percent more than the 519,989 it built in the same period of 1988.

Chrysler Motors' inventory, sales and production are in fairly good balance, they said, but Luckey said the company may come under pressure by this quarter's end to improve its incentives because of inventory levels.

The company expects to build 277,000 cars during the second quarter, 13.73 percent below the 321,092 built in 1988.

Chrysler's second-quarter forecast includes the Spirit and Acclaim — models that weren't in production in the second quarter last year. But Dodge 600, Diplomat and Lancer; Plymouth Gran Fury; and Chrysler New Yorker and the four-door hatchback version of Chrysler LeBaron — all of which were in production during the second quarter of 1988 — have been discontinued.

BANKS

FROM PAGE 2

automakers' financial subsidiaries allow dealers to do a credit check on a potential customer in 10 minutes, Hinkin said.

"So far, only 5 percent of respondents have automated their relationship with dealers," said Hinkin. This could be due to the banks' resistance to change or because implementing a computerized system is expensive, he said.

Another reason is the industry has no standard for application forms and for the technology of a computerized processing system, Hinkin said.

Banks are missing another opportunity by not taking advantage of the link formed with dealerships when they lend money for floorplanning, Hinkin said.

"Only about 35 percent of floorplanned loans became retail loans" in 1988, versus 31 percent in 1987, Hinkin said.

"Some banks are lending a lot of money for floorplanning. It could be a 'You scratch my back, I'll scratch yours' situation. Some banks are doing it more effectively than others, but not many are using inventory turnover as a pricing tactic, and it's an unexploited opportunity," Hinkin said.

Banks could keep track of dealership inventory turnover and the amount of retail paper the dealership sends the bank and price loans to the dealerships accordingly, Hinkin said.

"It necessitates paying close attention to your business, and it's work," Hinkin said.

"If you sell 5,000 cars a year, I might be able to give you a break, vs. 300 cars," Hinkin said.

CHRYSLER

FROM PAGE 1

ing to nobody. The changes are being done to make the car unique."

It is not clear how the redirected LH development will affect Chrysler's car lineup in the 1990s. Last summer, company sources said Chrysler was trying to accelerate the program by one year. Until the platform goes into production, Chrysler must rely on hybrid variations of its 1980 K-car platform.

Chrysler plans to introduce the LH sedan for Chrysler-Plymouth and Jeep-Eagle in the fall of 1992 as a 1993 model, according to a company source. A Dodge version would debut as a 1993½ model. A coupe is also scheduled.

The sedan has been described by Francois J. Castaing, Chrysler Motors' vice president for vehicle engineering, as a "mid-sized American car most competitive with the Ford Taurus."

In addition, a planned LX luxury coupe will compete in the higher price market, Castaing said. In January, he said a size had not yet been determined.

An LY version, a large sedan, will replace the forthcoming Chrysler Imperial and Chrysler Fifth Avenue Y-bodies. The Y-bodies debut this fall.

Chrysler Motors President Robert Lutz said the recent reorganization of Chrysler's 6,000-person engineering department had not caused product delays.

Said a source close to the company, "The senior management will say no way are there program delays, which means they are scrambling to catch up. LH has been a jungle for two years."

The development of the platform apparently is related to the engineering department reorganization.

Chrysler said in February that engineering would be restructured so that engineers are assigned to specific vehicle lines. The company said the move represented "a major shift in direction" for Chrysler, which previously was divided into individual development sectors such as chassis or powertrains.

With the reorganization, Chrysler hopes its platform decisions will drive the development of powertrains, for example, rather than the other way around.

Chrysler studied Honda's engineering structure — similarly built around vehicle lines — before determining what changes to make in its engineering department.

"What we essentially went to is an American adaptive version of the approach used by Mazda and Honda where you have a so-called large project team," Lutz said last month.

"It is almost an entire mini-engineering organization led by a very powerful individual that has responsibility for the complete car line. They have electrical engineers, body engineers, aerodynamicists, engine people, transmission people and so forth. They live with the car from beginning to end. They are completely responsible for it," he said.

"It breeds esprit de corps," Lutz said. "It also means that that self-contained group generally doesn't have to ask other people for resources and be told, 'Yes, I will get to your door handle when I have time but meanwhile I have six other door handles to do.' It takes all that away. It ensures a focus on the total vehicle.

"If you pursue a straight component-oriented approach to vehicles, and you have one group doing great engines and another group doing great transmissions, it is not a foregone conclusion that when you put all these great components together that you have a great car. In fact, very frequently you don't," he said.

"It's a recognition of the fact that the component approach can get you good, reliable components but it can't get you great vehicles," he said.

Chrysler has created four main platform groups. One is focused entirely on LH. Another is the Jeep/truck engineering group. The third handles existing platforms and carryover models. The fourth is the Liberty program advance vehicle research and development group.

As part of the reorganization, G. Glenn Gardner was named general manager of new platform engineering responsible for LH. Gardner served as general program manager when Chrysler pioneered the minivan earlier in the decade. More recently, he headed the successful launch of Diamond-Star Motors as chairman of the Chrysler-Mitsubishi joint venture.

Lutz said the LH team will develop an unspecified engine for the platform.

Castaing has said Chrysler was contemplating development of a V-8 engine for passenger cars in the 4- to 4.5-liter range.

"If the fuel economy and fuel supply in this country do not become a real issue in the next five years — which we don't know yet — and if we see this is the trend of the industry, we need a small V-8 for our passenger cars," Castaing said.

Lutz said the engine would not be used solely by LH.

When asked how the Premier platform might be adapted, Castaing said, "Let's define what you call a platform. If you look at the platform as a set of an engine, a transmission and suspension, we are going to probably move away from that as fast as we can because of cost reasons.

"If we discuss a philosophy of north/south versus east/west engine, it becomes a much broader issue than the Premier platform. We have a study going on all of that, as well as rear-wheel-drive and things like that."

NEW-CAR FRANCHISES IN THE UNITED STATES

	Jan. 1, 1989	Jan. 1, 1988
UNITED STATES	40,303	35,806
Chrysler Motors	11,009	10,499
Chrysler	3,118	3,106
Dodge	3,038	3,011
Eagle	1,445	1,303
Plymouth	3,095	3,079
TC Maserati	313	0
Ford Motor Co.	9,678	9,722
Ford	4,561	4,580
Lincoln	1,648	1,637
Mercury	2,765	2,758
Merkur	704	747
General Motors	19,616	15,585
Buick	2,945	2,935
Cadillac	1,605	1,610
Chevrolet	4,885	4,910
Geo	4,056	0
Oldsmobile	3,150	3,155
Pontiac	2,975	2,975
JAPAN	6,293	5,759
Daihatsu	201	132
Honda Motor	1,223	1,134
Acura	285	218
Honda	938	916
Isuzu	572	547
Mazda	843	794
Mitsubishi	250	148
Nissan	1,110	1,108
Subaru	795	806
Suzuki	186	0
Toyota	1,113	1,090
WEST GERMANY	2,352	2,440
BMW	413	419
Mercedes-Benz	422	423
Porsche	300	317
Volkswagen AG	1,217	1,281
Audi	386	409
Volkswagen	831	872
SWEDEN	784	782
Saab	372	367
Volvo	412	415
UNITED KINGDOM	457	464
Aston Martin	15	15
Jaguar	142	146
Lotus	71	67
Rolls-Royce/Bentley	56	57
Sterling	173	179
ITALY	414	417
Alfa Romeo	146	141
Bertone	150	150
Ferrari	40	42
Lamborghini	13	19
Maserati	65	65
KOREA	278	224
Hyundai	278	224
YUGOSLAVIA	263	327
Yugo	263	327
FRANCE	241	272
Peugeot	241	272
MISCELLANEOUS	15	15
TOTAL	51,400	46,506

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CENSUS

FROM PAGE 1

The number of dealerships selling domestic cars rose to 19,593 on Jan. 1, an increase of 0.32 percent over 19,530 on Jan. 1, 1988.

That increase was a rare occurrence indeed. It was the third time in the last 33 years that the domestic total has risen.

Because of dualing, the overall dealership total was 25,105 on Jan. 1, 1989.

The 1989 total consists of the 19,593 domestic outlets (most of them twinned with imports) and 5,512 that stock only imports. A year earlier, the breakout was 19,530 domestic and 5,408 import-only.

All figures in this article and in the accompanying tables refer to the net change in the dealership population.

The 25,105-new car dealerships on Jan. 1 represented 51,400 franchises. One year earlier, the franchise total was 46,506.

Factored out of import franchise totals for Jan. 1, 1989, and Jan. 1, 1988, were some captive imports including Conquest, sold by all Chrysler-brand franchisees; Colt and Vista, sold by all Plymouth and Dodge franchisees; Festiva, sold by all Ford franchisees; Tracer, sold by all Mercury franchisees; and LeMans, sold by all Pontiac franchisees.

Factored out for 1988 was Medallion, which was sold by all Eagle franchisees.

Included among domestics but counted as separate franchises are captive imports Merkur, sold by some Mercury franchisees; Chrysler TC by Maserati, sold by some Chrysler dealers; and Geo, sold by some Chevrolet dealers. Geo and TC Maserati are included for the first time.

The inclusion of Geo's 4,056 franchises accounted for much of the increase in the number of franchises for the industry. Conversely, the fact that all Chevrolet dealers do not handle Geo was a major reason for the dip in the number of dealerships at which imported cars are sold.

In 1988, Merkur franchises declined by 43.

Among the imports, a number of makes expanded their dealer organizations, and one new line entered the car market — Suzuki Swift.

Non-captive Japanese franchises increased 9.27 percent to 6,293 from 5,759. The biggest growth was in the number of exclusive dealerships. Non-captive Japanese makes reported a total of 3,337 exclusive franchises on Jan. 1, an increase of 15.71 percent from 2,884 one year earlier.

The number of franchises and exclusives will increase again this year when the Toyota Lexus and Nissan Infiniti dealer networks become operational.

Toyota's exclusive total remained constant at 674, but Nissan's rose to 602 from 584. Newcomer Suzuki reported 286 exclusives, while Daihatsu, which reported no exclusives on Jan. 1, 1988, added 25 last year. Honda,

CAR DEALERSHIPS IN U.S.

(Adjusted for duals)

	Jan. 1, 1989	Jan. 1, 1988
Chrysler Motors	5,296	5,194
Ford Motor Co.	5,427	5,436
General Motors	9,450	9,535
Total Big 3*	**19,593**	**19,530**
Import exclusives	4,451	3,964
Import-only duals	1,061	1,444
Total new-car dealers in U.S.	**25,105**	**24,938**

* — Adjusted for intercorporate duals

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Acura, Mazda and Mitsubishi all increased their exclusive-franchise totals. Only Subaru among the Japanese makes reported a decline.

Among the various nations included in the non-captive import franchise list, Japan, Sweden and Korea were the only ones to increase their franchise totals last year. West Germany, the United Kingdom, France, Italy and Yugoslavia all declined.

The annual Automotive News census found 19,593 outlets stocking Big 3 cars on Jan. 1, compared with 19,530 at the beginning of 1988.

Chrysler Motors added 102 car dealerships; Ford Motor Co. held steady with a slip of nine; and General Motors was off 85. A change in the number of intercorporate duals brought the net increase among the Big 3 to 63. Intercorporate duals are stores that handle under one roof cars produced by two or all of the Big 3.

An analysis of the Chrysler Motors increase shows that a truck line was the chief factor in its dealership gain — and in the industry's gain as well.

During 1988, the number of dealerships under the control of Chrysler-Plymouth Division rose by eight. The number under the control of Dodge Division also rose by eight. But the number under the control of Jeep-Eagle Division rose by 86.

Jeep is the hot hand in that division. The newly appointed Jeep dealer also takes Eagle in almost every instance, thus boosting the car-outlet count.

Last year was the sixth year in a row that Chrysler's corporate dealership total increased. Chrysler acquired American Motors in August 1987, adding the AMC dealer network to its own Chrysler, Plymouth and Dodge stores, but the Chrysler Motors total would have climbed in 1987 and 1988 even without AMC.

Ford Motor's minimal drop of nine outlets in 1988 compared with a loss of 24 in 1987 and was Ford's best performance since 1984. GM also posted its smallest decline in four years. GM's drop of 85 compared with a tumble of 145 in 1987. All of GM's 1988 decline occurred in the first half.

As noted, last year was only the third time since the mid-1950s that the domestic dealership total rose. After a gain in 1955, the count went down 27 consecutive years before turning upward slightly in 1983 and 1984. Then came three more drops before the 1988 upturn.

Franchise totals climbed for seven of the 12 domestic makes last year. Eagle led the pack with a gain of 142 franchises. Elsewhere under the Chrysler Motors umbrella, there were hikes of 27 for Dodge, 12 for Chrysler and 16 for Plymouth.

There were gains of 11 for Lincoln, 10 for Buick and seven for Mercury.

Showing declines were Cadillac and Oldsmobile, which each lost five; Ford, 19; and Chevrolet, 25. Pontiac's franchise total was unchanged for the year.

U.S. new-car outlets
Domestic and Import

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1958	39,108	−0.1
Jan. 1, 1959	37,558	−4.0
Jan. 1, 1960	36,336	−3.3
Jan. 1, 1961	34,803	−4.2
Jan. 1, 1962	33,461	−3.9
Jan. 1, 1963	33,308	−0.4
Jan. 1, 1964	33,291	−0.1
Jan. 1, 1965	33,360	+0.2
Jan. 1, 1966	33,114	−0.7
Jan. 1, 1967	31,564	−4.6
Jan. 1, 1968	31,101	−1.5
Jan. 1, 1969	31,076	−0.1
Jan. 1, 1970	30,842	−0.8
Jan. 1, 1971	30,314	−1.8
Jan. 1, 1972	30,150	−0.5
Jan. 1, 1973	30,094	−0.2
Jan. 1, 1974	29,998	−0.3
Jan. 1, 1975	29,701	−1.0
Jan. 1, 1976	29,309	−1.3
Jan. 1, 1977	28,744	−1.9
Jan. 1, 1978	28,656	−0.3
Jan. 1, 1979	28,512	−0.5
Jan. 1, 1980	27,891	−2.2
Jan. 1, 1981	26,333	−5.6
Jan. 1, 1982	25,703	−2.4
Jan. 1, 1983	24,729	−3.8
Jan. 1, 1984	24,721	−0.0
Jan. 1, 1985	24,724	+0.0
Jan. 1, 1986	24,823	+0.4
Jan. 1, 1987	25,156	+1.3
Jan. 1, 1988	24,938	−0.9
Jan. 1, 1989	25,105	+0.7

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Chevrolet, with 4,885, has the most outlets of any make on the U.S. market — domestic or import. Ford Division is next with 4,561.

In addition to their car dealerships, Dodge has three that handle only trucks, Jeep-Eagle has 25 Jeep exclusives and Ford Division has 108 dealerships that stock only heavy-duty trucks. In this article and the accompanying tables, those stores are omitted from the corporate car-dealership totals and car-franchise totals.

Also, GM has 475 locations that sell GMC trucks but do not carry any GM makes of cars. The GM car-dealership figure is 9,450; its overall vehicle dealership count is 9,925.

Among the truck importers, Range Rover had 63 dealers on Jan. 1. Isuzu said it had 148 truck-only dealers, and Saab reported that it had 19 Scania truck dealers without Saab car franchises.

FTC

FROM PAGE 1

In the unanimous four-vote decision, the commission also ordered the association to run four advertisements per week for at least four weeks in Detroit's newspapers. The ads must inform the public of the new minimum hours of operation and the reasons behind the FTC requirement. Dealer advertisements also must disclose new showroom hours unless the advertisement is for a specific car.

Daniel Hayes, executive vice president of the dealer association, said the order is not effective until all appeals are exhausted, a process he said will take several years. The association is expected to appeal the decision to the U.S. Appeals Court in Cincinnati.

"We will be appealing the FTC decision, a decision which conflicts with a long line of important Supreme Court decisions that permit employers to act jointly to resolve labor disputes," Hayes said. The dealers maintain that the shorter hours are dictated by expressed contract demands of salespersons rather than anti-competitive collusion on the part of the dealers.

While naming only 53 dealers, the decision affects about 240 dealers employing 6,000 salespersons in the Detroit area.

The FTC decision, written by Chairman Daniel Oliver, reverses an initial decision made in July 1987 by Administrative Law Judge James Timony, who dismissed the 1984 FTC antitrust charges.

Timony ruled the restriction on dealership hours — which has been going on for almost 30 years — was immune from the antitrust laws because of the nonstatutory labor exemption to such laws. But the commission found the limited hours adversely affect competition and therefore overruled Timony's decision.

The FTC said the record shows that dealers agreed to reduce showroom hours because salesmen wanted a uniform, shorter work week. But the labor exemption from antitrust law — the major defense used by lawyers for the dealers, the Detroit dealer association and 16 other auto-related associations — exists to protect the free and lawful negotiation of collective bargaining agreements.

However, the FTC said in the Detroit case, the agreement to restrict showroom hours was struck among the dealers themselves and was not part of any negotiating sessions for a collective bargaining agreement covering salespersons.

In fact, the FTC notes, dealers and their associations admit "that, to the extent the agreement was motivated by labor concerns, it was designed to prevent collective bargaining."

Hayes disagreed, saying that although the dealers don't have a written contract, Judge Timony "said there was an expressed contract with employees." As a result, Hayes said the dealers are entitled to the labor exemption.

The commission countered that the mere fact that the salespersons benefited from the short hours is insufficient to warrant an exemption from antitrust laws.

The FTC order against 53 Detroit area dealers, if their appeal is unsuccessful, would require:

- **Dealers to remain open a minimum of 64 hours per week for one year.**
- **The Detroit Auto Dealers Association to run four ads per week in the Detroit News and Detroit Free Press, including Thursday and Saturday editions, explaining the new hours of operation required by the order.**
- **Individual dealer ads, including radio and television spots, to spell out new hours.**
- **Dealer association meetings to keep notarized transcripts of all business meetings, including board of director and committee meetings, for five years.**

"Taken to its logical conclusion, such an exemption would permit employers to fix prices in order to satisfy employee demands for higher wages — a proposition the Supreme Court has soundly rejected," the commission said.

In finding the agreement to limit showroom hours anti-competitive, the FTC said the shorter hours force some consumers to shift their shopping to times they otherwise might not have chosen. This means consumers have less time to do comparison shopping thus reducing "pressures on dealers to provide the prices, features and services consumers desire."

The commission said there is "no economic difference" between an agreement to limit shopping hours and one to raise prices.

During the lengthy trial, lawyers for the dealers said car prices did not rise in the Detroit area because of the limit placed on showroom hours. But the FTC said consumers lost convenience, service and leisure time.

The commission added: "Holding all other factors constant, we would expect car prices to have gone down in response to dealers' lower overhead costs." Keeping the price the same is "no different from increasing the price of a stick of chewing gum by keeping the package price the same but putting fewer sticks in the package."

In overruling Timony, the commission accepted almost all the orders proposed by its staff in December 1984. Those orders ban dealers from agreeing to a similar restrictive practice in the future and limits exchanges of information about hours of operation. After two years, dealers could exchange the latter data for use in lawful joint ads.

Hayes called the 64-hour requirement "a political decision by the FTC to support its staff" even though it rejected a specific proposal requiring dealerships to open on Saturdays.

During the trial, the FTC staff surveyed the hours of operation of dealers in four Midwest cities. Hours ranged from 60 to 68 hours per week.

Automotive News Staff Reporter Charles M. Thomas contributed to this report.

PRODUCTION

Output tale: Cars rise, trucks dip

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

U.S. automakers scheduled production of 149,660 cars last week, 2.02 percent more than the previous week's 146,691 and 19.18 percent more than the year-ago week's 125,578.

The 1988 week's output was affected by downtime at several plants due to slow sales.

So far this year, 1,339,723 cars have been assembled, 18.91 percent more than the 1,126,700 completed last year at this point.

Last week's scheduled build was split this way: General Motors, 45.10 percent; Ford Motor Co., 26.38 percent; Chrysler Motors, 13.23 percent; Honda of America Manufacturing, 5.33 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.83 percent; New United Motor Manufacturing Inc., 2.67 percent; Nissan Motor Manufacturing Co. U.S.A., 1.56 percent; Toyota Motor Manufacturing U.S.A., 1.34 percent; and Diamond-Star Motors, 0.56 percent.

Truck output was estimated at 91,991 last week, 2.99 percent below the prior week's 94,827 but 6.72 percent more than the year-ago week's 86,196.

Year-to-date, 819,563 trucks have been built, 8.79 percent more than the 753,349 assembled last year at this time.

Chrysler discontinued output of its Chrysler LeBaron and Dodge Lancer four-door hatchback models built at the Sterling Heights, Mich., plant last Friday. Sterling Heights will continue to produce the P-model Plymouth Sundance and Dodge Shadow.

GM's Willow Run, Mich.; Doraville, Ga.; and Tarrytown, N.Y., plants remain idle. Willow Run and Doraville are closed for inventory adjustment, and Tarrytown is down for model changeover.

GM's Fairfax, Kan., plant resumed operations today after a two-week shutdown for inventory adjustment.

Overtime was slated last Saturday at Ford's Lorain, Ohio; Wixom, Mich.; Wayne, Mich.; and St. Louis plants.

Car build jumps 8% in Canada

Last week's scheduled Canadian car production of 22,858 increased 8.83 percent over the previous week's 21,003 but dipped 2.08 percent from last year's 23,344.

So far this year, 178,451 cars have been produced, 9.90 percent below the 198,051 completed last year at this time.

Truckmakers targeted last week's production at 21,417, slightly below (0.45 percent) the prior week's 21,513 but 6.63 percent more than the year-ago week's 20,085.

Year-to-date, 186,345 trucks have been assembled, 9.25 percent more than the 170,563 built last year at this time.

Chrysler Motors' Pillette Road plant in Windsor, Ontario, remains idle until March 13 for inventory adjustment.

U.S. CAR	Week Ended Mar. 4, 1989	Week Ended Mar. 5, 1988	Week Ended Feb. 25, 1989	Feb Est.	Jan. 1 to Mar. 4, 1989	Jan. 1 to Mar. 5, 1988
Horizon	0	1,710	0	0	0	15,238
Sundance	2,100	2,129	2,076	8,939	21,424	19,011
Reliant	0	1,281	0	0	0	13,126
Acclaim	2,900	0	3,075	10,271	18,055	0
Caravelle	0	0	0	0	0	2,881
Gran Fury	0	130	0	0	0	2,144
Total Plymouth	5,000	5,250	5,151	19,210	39,479	52,400
LeBaron K	0	569	0	0	0	2,141
LeBaron J	2,200	1,907	2,285	9,118	20,712	6,839
LeBaron GTS	300	193	387	1,490	2,810	1,411
N. Yorker C-Class	2,300	2,177	2,916	10,707	22,890	17,654
Fifth Avenue	0	415	0	0	0	10,206
Total Chrysler	4,800	5,261	5,588	21,315	46,412	38,251
Omni	0	1,690	0	0	0	14,887
Daytona	2,200	1,912	2,280	9,080	20,740	5,947
Shadow	2,400	2,241	2,342	9,928	22,100	19,917
Aries	0	664	0	0	0	9,953
Dodge 600	0	0	0	0	0	2,486
Dynasty	2,900	2,362	3,549	13,502	29,187	19,242
Lancer	100	230	143	602	1,574	2,184
Spirit	2,400	0	2,719	10,284	18,058	0
Diplomat	0	237	0	0	0	3,350
Total Dodge	10,000	9,336	11,033	43,396	91,659	77,966
CHRYSLER MOTORS	19,800	19,847	21,772	83,921	177,550	168,617
Escort	6,292	2,352	5,492	26,379	67,568	70,109
Mustang	4,555	4,553	4,470	17,723	38,216	40,237
Tempo	3,111	3,769	3,258	12,955	31,263	36,496
Taurus	7,652	7,961	7,498	31,373	71,461	71,464
Thunderbird	3,969	2,897	3,381	15,441	33,088	28,878
Total Ford Div.	25,579	21,532	24,099	103,870	241,596	247,184
Topaz	1,399	1,760	1,243	5,095	12,025	14,023
Cougar	3,986	2,873	3,362	13,065	27,658	23,049
Sable	2,959	2,654	2,795	9,398	23,404	21,951
Total Mercury	8,344	7,287	7,400	27,559	63,087	59,023
Continental	1,666	1,073	1,429	5,827	13,594	7,669
Mark VII	556	547	476	2,090	5,784	4,933
Lincoln	3,330	3,240	2,855	11,184	23,331	27,186
Total Lincoln	5,552	4,860	4,760	19,101	42,709	39,788
Total L-M Division	13,896	12,147	12,160	46,659	105,796	98,811
FORD MOTOR CO.	39,475	33,679	36,259	150,529	347,392	345,995
Skyhawk	278	0	193	875	3,030	5,020
Skylark/Somerset	1,308	372	1,314	5,234	8,818	4,611
Century	2,050	812	1,656	7,416	22,861	8,466
Riviera	673	179	637	2,492	5,483	1,263
Electra	1,959	1,258	1,861	7,771	16,558	12,254
LeSabre (fwd)	2,480	2,409	1,756	7,833	10,477	21,651
LeSabre (rwd)	180	187	199	807	1,778	999
Reatta	184	94	159	403	1,279	576
Total Buick	9,112	5,311	7,775	32,830	70,284	54,840
Cimmaron	0	230	0	0	0	2,530
Eldorado	744	1,155	724	2,925	6,405	5,067
Seville	651	709	648	2,472	5,143	3,555
Brougham (rwd)	848	0	900	4,025	8,999	0
Deville (fwd)	4,760	3,984	4,655	18,974	39,849	34,848
Allante	75	66	75	300	660	335
Total Cadillac	7,078	6,144	7,002	28,697	61,056	46,335
Cavalier	7,834	7,048	8,053	33,328	75,375	57,411
Camaro	2,625	981	2,565	9,756	21,780	8,322
Celebrity	2,360	0	2,754	11,927	31,981	24,580
Corsica/Beretta	9,205	8,993	9,299	37,048	79,978	66,552
Caprice	4,100	3,486	4,228	16,380	33,130	38,666
Corvette	525	451	525	2,099	4,473	3,853
Total Chevrolet	26,649	20,959	27,424	110,537	246,717	199,384
Calais	2,292	2,106	2,303	8,837	15,034	18,576
Firenza	0	0	0	0	0	2,527
Cutlass Ciera	1,480	0	1,540	6,935	14,837	0
Cutlass Supreme	0	1,847	0	9,273	21,568	16,263
Toronado	180	509	225	950	2,358	2,770
88 (fwd)	3,954	3,223	4,517	16,506	34,523	26,463
88 (rwd)	125	217	95	480	1,463	2,438
Olds 98	2,184	1,817	2,083	8,650	18,255	15,719
Total Oldsmobile	10,215	9,719	10,763	51,631	108,038	84,022
Sunbird	3,086	2,086	2,734	11,807	23,837	19,671
Grand Am	5,876	4,772	5,211	20,614	44,424	43,307
Firebird	1,538	852	1,616	6,089	13,546	7,327
Grand Prix	0	1,823	0	8,000	20,001	18,225
Pontiac 6000	1,535	2,086	1,404	6,073	16,197	5,632
Bonneville	2,315	1,972	2,323	9,069	18,601	15,638
Safari/Parisienne	95	158	110	433	943	1,061
Fiero	0	572	0	0	0	2,433
Total Pontiac	14,445	14,321	13,398	62,086	137,549	104,184
GENERAL MOTORS	67,499	56,454	66,362	285,780	623,644	488,765
DIAMOND-STAR	335	0	718	2,691	5,478	0
HONDA	7,970	7,393	8,475	33,311	70,572	63,777
Civic	2,590	1,785	2,982	11,281	23,758	15,046
Accord	5,380	5,608	5,493	22,030	46,814	48,731
MAZDA†	5,736	1,504	4,909	20,221	44,243	9,541
NISSAN	2,340	1,344	2,346	9,334	20,731	12,034
NUMMI	4,000	3,330	3,893	16,036	33,148	28,199
Corolla	1,600	1,236	1,572	6,685	14,279	9,828
Geo Prizm/Nova	2,400	2,094	2,321	9,351	18,869	18,371
TOYOTA	2,005	0	1,957	7,854	16,965	0
VOLKSWAGEN	0	2,027	0	0	0	9,772
Golf/GTI	0	1,327	0	0	0	6,572
Jetta	0	700	0	0	0	3,200
Total Cars, U.S.	149,660	125,578	146,691	609,678	1,339,723	1,126,700
Total Cars, Canada	22,858	23,344	21,003	84,275	178,451	198,051
U.S., Canada Cars	172,518	148,922	167,694	693,953	1,518,174	1,324,751
U.S., Canada Cars and Trucks	285,926	255,203	284,034	1,160,775	2,524,082	2,248,663

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes the MX-6 and Ford Probe.

CANADIAN CAR	Week Ended Mar. 4, 1989	Week Ended Mar. 5, 1988	Week Ended Feb. 25, 1989	Feb. Est.	Jan. 1 to Mar. 4, 1989	Jan. 1 to Mar. 5, 1988
Premier	1,275	1,735	1,252	5,134	10,285	14,025
CHRYSLER MOTORS	1,275	1,735	1,252	5,134	10,285	14,025
Tempo	3,204	4,330	3,213	13,051	32,566	36,494
Topaz	1,692	1,348	1,613	6,752	13,006	13,958
Crown Victoria	2,554	2,909	2,487	9,935	23,462	25,406
Grand Marquis	3,206	2,858	3,107	11,981	25,712	24,704
FORD MOTOR CO.	10,656	11,445	10,420	41,718	94,746	100,562
Celebrity	195	320	193	802	1,778	3,358
Cutlass Ciera	3,721	5,234	3,749	15,301	33,935	35,793
Lumina	1,623	0	770	2,854	4,447	0
Pontiac 6000	0	632	0	0	0	8,800
Regal	3,424	3,153	2,379	10,435	16,871	28,979
GENERAL MOTORS	8,963	9,339	7,091	29,392	57,031	76,930
Civic	1,650	0	1,926	7,123	14,556	0
Accord	0	0	0	0	0	0
HONDA	1,650	701	1,926	7,123	14,556	5,538
TOYOTA	170	0	170	238	340	0
VOLVO	144	124	144	670	1,493	996
Total Cars, Canada	22,858	23,344	21,003	84,275	178,451	198,051

U.S. TRUCK☆	Week Ended Mar. 4, 1989	Week Ended Mar. 5, 1988	Week Ended Feb. 25, 1989	Feb. Est.	Jan. 1 to Mar. 4, 1989	Jan. 1 to Mar. 5, 1988
Caravan	2,000	2,016	2,567	9,482	20,502	17,554
Dakota	2,200	2,774	2,273	9,014	19,408	19,893
Mini-Ram Van	100	364	230	802	1,756	2,874
Pickups	2,200	1,356	2,274	9,010	19,389	9,736
Total Dodge	6,500	6,510	7,344	28,309	61,055	50,057
Cherokee	5,100	3,180	4,408	19,384	40,199	32,386
Commanche	900	869	734	3,260	6,824	8,872
Grand Wagoneer	300	350	350	1,380	3,015	2,394
Wagoneer	200	259	208	836	1,811	2,478
Total Jeep	6,500	4,658	5,700	24,860	51,849	46,130
Voyager	1,900	2,027	2,387	8,977	19,926	16,672
Total Plymouth	1,900	2,027	2,387	8,977	19,926	16,672
CHRYSLER MOTORS	14,900	13,195	15,431	62,146	132,830	112,859
Aerostar	5,800	4,435	4,967	20,116	43,807	41,629
Bronco	2,125	1,243	1,805	7,768	17,451	11,347
Bronco II	2,896	2,982	2,903	12,092	25,518	27,621
Econoline	5,239	5,230	5,219	20,876	45,551	45,956
Heavy trucks	1,473	1,376	1,460	5,714	12,099	11,923
Light trucks	11,591	10,362	10,526	45,187	100,324	89,702
Ranger	7,681	7,422	7,623	31,986	67,239	65,968
Total Ford Div.	36,805	33,050	34,503	143,738	311,989	294,146
FORD MOTOR CO.	36,805	33,050	34,503	143,738	311,989	294,146
Astro	3,250	3,290	3,509	14,520	30,966	31,616
Blazer	608	634	539	2,282	5,111	4,993
Mediums/Heavies	0	294	0	0	0	4,906
P-Model	716	882	790	2,855	4,908	8,520
Pickups	8,394	6,979	9,538	38,282	83,051	54,967
S-10	5,598	5,519	6,648	25,368	54,332	48,125
S-10 Blazer	4,040	4,064	4,144	15,547	34,419	25,538
Sportsvan/Van	2,081	1,503	2,452	8,701	16,414	12,044
Suburban	1,674	1,752	1,533	6,576	14,345	12,885
Total Chevrolet	26,361	24,917	29,153	114,133	243,546	203,594
Jimmy	169	198	162	758	1,595	1,598
Mediums/Heavies	0	961	0	0	0	8,292
P-Model	38	149	173	551	787	695
Pickups	2,321	1,863	3,088	10,730	24,963	19,126
S-15	1,228	1,724	1,680	5,806	12,376	12,609
S-15 Jimmy	1,116	289	1,237	4,720	9,721	6,837
Safari	688	784	884	3,710	7,753	8,120
Suburban	579	740	583	2,502	5,672	6,816
Vandura/Rally Vans	396	792	536	2,092	4,323	8,656
Total GMC	6,535	7,500	8,343	30,869	67,190	72,749
GENERAL MOTORS	32,896	32,417	37,496	145,001	310,736	276,343
NAVISTAR	1,870	1,592	1,851	7,334	15,286	16,032
NISSAN	2,770	3,192	2,796	11,051	24,522	29,219
AM GENERAL	450	450	450	1,800	3,960	4,050
MISCELLANEOUS	2,300	2,300	2,300	9,200	20,240	20,700
Total Trucks, U.S.	91,991	86,196	94,827	380,271	819,563	753,349

CANADIAN TRUCK	Week Ended Mar. 4, 1989	Week Ended Mar. 5, 1988	Week Ended Feb. 25, 1989	Feb. Est.	Jan. 1 to Mar. 4, 1989	Jan. 1 to Mar. 5, 1988
Caravan	3,084	3,136	3,160	12,717	28,489	27,367
Mini-Ram Van	210	335	205	827	1,823	2,148
Ram Wagon	690	528	686	2,745	6,031	3,827
Ram Van	1,660	1,378	1,770	6,962	15,328	9,568
Total Dodge	5,644	5,377	5,821	23,251	51,671	42,910
Voyager	2,850	2,799	2,884	11,436	24,629	25,802
Total Plymouth	2,850	2,799	2,884	11,436	24,629	25,802
Wrangler	1,700	1,044	1,866	7,143	13,291	8,989
Total Jeep	1,700	1,044	1,866	7,143	13,291	8,989
CHRYSLER MOTORS	10,194	9,220	10,571	41,830	89,591	77,701
FORD MTR. (lt. trks.)	3,648	3,658	3,429	13,906	30,707	32,152
Light trucks	3,625	3,102	3,687	14,349	30,984	28,666
Vans	1,518	1,316	1,391	5,837	12,912	11,624
Total Chevrolet	5,143	4,418	5,078	20,186	43,896	40,290
Light trucks	1,535	1,962	1,466	6,992	14,236	13,407
Vans	627	600	703	2,827	5,801	5,033
Total GMC	2,162	2,562	2,169	9,820	20,037	18,440
GENERAL MOTORS	7,305	6,980	7,247	30,005	63,933	58,730
NAVISTAR	270	227	266	810	2,114	1,980
Total Trks., Canada	21,417	20,085	21,513	86,551	186,345	170,563
U.S., Canada Trks.	113,408	106,281	116,340	466,822	1,005,908	923,912

☆—Includes w/ drive van production. *—Estimated.
Jeep includes comparable vehicles. AM General includes government-destined vehicles.
Miscellaneous includes medium/heavies for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.